

Sunnyvale BUSINESS

To underscore the message that money spent at Sunnyvale businesses has a direct, positive impact on the community's continued vitality, local businesses were recently surveyed to gauge their level of satisfaction with different elements of the city-wide effort supporting the local business community.

Conducted by *Touchpoll Survey Solutions* during the first quarter 2003, the survey solicited input via touch screen computer questionnaire from customers as they concluded their visit to the City's One Stop Permit Center at City Hall. Nearly 92% of the business customers surveyed reported satisfaction with their overall experience at the Center with almost 80% indicating they had been served in ten minutes or less. Last year, the City commissioned a separate independent research study to help Sunnyvale officials assess the City's performance with its businesses. Conducted by *Godbe Research & Analysis* in April and May 2002, this study evaluated broader perceptions held by business owners and executives engaged in a variety of transactions with the City. Nearly 95% of the respondents considered Sunnyvale to be "business friendly" and 89% said they would recommend building in Sunnyvale.



Support your local
Sunnyvale businesses!

The Economic
Development
Newsletter
for Sunnyvale
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BUSINESS PAGE

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Sunnyvale



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Sunnyvale

Spotlight on Resources for Small Businesses

by Steve Loan, Reference Librarian

The Sunnyvale Public Library, located across from City Hall at 665 West Olive Avenue, contains a wealth of information for the small business community. We have information on a wide variety of subjects such as ideas for businesses, starting and running a small business, business plans, business law, franchising, incorporation, limited liability company formation, loans and grants, industry analysis, market statistics, employment trends, personnel management, teamwork and training.

The library subscribes to several online business databases, which contain information you would otherwise have to pay for. The Business and Company Resource Center, for example, is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. This resource is available to you free of charge and accessible anywhere you can access the Internet through the Library's web page at www.sunnyvalelibrary.org. Please note you'll need a Sunnyvale Library Card to access the information online (an easy, one-minute process requiring you to present yourself and proof of your California mailing address at the Library).

Whether the answer can be found in a book, magazine, video, audiobook, online, or even in an e-book (electronic book accessible to you online 24 hours a day through the Library's web site), librarians are committed to assisting you to find the information you are seeking. And in the event our resources are insufficient to adequately answer your questions, we have the ability to forward your question on to researchers who may have specific knowledge and/or more time to fully address your information needs. Let the Sunnyvale librarians go to work for you, assisting you to find and use the information you need! You can reach the Reference

How Do I Bid On Jobs For City of Sunnyvale?



We'd Rather Buy from You!

The City of Sunnyvale relies on the business community to provide the materials and services that are an important component of Sunnyvale's service delivery system. If your firm provides high quality and reliable materials and services at a reasonable price, the Sunnyvale Purchasing Division is interested in hearing from you.

The 1% Bid Preference for Sunnyvale Businesses
Sunnyvale recognizes the importance of Sunnyvale businesses by offering a one-percent bidding preference for Sunnyvale businesses who are interested in providing equipment or supplies to the City. This means that, when evaluating bids, Sunnyvale buyers deduct one percent from a Sunnyvale firm's bid price when comparing it to bid prices from businesses from other locations.

The Bidding process

Sunnyvale purchases are made through a competitive bidding process in which purchases are divided into formal and informal categories.

- **Formal purchases** are valued at more than \$50,000. Bidding opportunities are advertised on the Sunnyvale web site. Log on to www.ci.sunnyvale.ca.us and click on "City Bids" to get to the Purchasing Division home page. Formal sealed bids must be received by the City by a specified date and time and are opened publicly by a representative of the Purchasing Division. Award of a contract resulting from a formal bid invitation is made by the Sunnyvale City Council.

- **Informal purchases** are valued at \$50,000 or less, and are also advertised on the Sunnyvale web site. Quotations may be submitted by telephone, fax, mail or e-mail. Contracts for informal purchasing are awarded by the Purchasing Officer

as the Sunnyvale City Manager's designee. Quotations for purchases valued at *less than* \$25,000 may be solicited by either the requesting City department or by the Purchasing Division.

DemandStar by Onvia

As is the case with many other public entities, Sunnyvale bid invitations are advertised and bid documents are distributed through the DemandStar public purchasing network. DemandStar maintains a database of member suppliers who are automatically notified of bid opportunities relevant to their businesses. For more information on becoming a DemandStar member, please visit the Bidder Registration section of the Purchasing Division web page (www.ci.sunnyvale.ca.us/purchasing).

Although Sunnyvale encourages bidders to become DemandStar members, *registration with DemandStar is not a requirement* for doing business with the City of Sunnyvale. Businesses that choose not to register with DemandStar can still obtain bid information by monitoring the City's web site and can download bid documents from DemandStar for a nominal fee. Your firm can also arrange to pick up a copy of a specific bid package at the Purchasing Division office at the Sunnyvale City Hall Annex, 650 West Olive Avenue, Sunnyvale, CA 94386.

For more information about doing business with the City of Sunnyvale, contact the Purchasing Division at 408-730-7405.



The new Caltrain Multimodal Transit Station has been completed. A grand opening event was held May 22, 2003. The 400-parking space Multimodal Station includes a new parking garage; repaved ground level parking; clock tower; new ticket dispensers and an arch over the ticket purchase area. Parking fees at the Multimodal are \$1.50 per day. A parking permit is required everyday between 6:00 a.m. and 6:00 p.m. parking is free outside of those hours. Caltrain is enforcing parking regulations.

The grand opening and dedication of the new Sunnyvale Senior Center was held Saturday, July 12, 2003 at the Sunnyvale Community Center, 550 E. Remington Drive. Festivities included a ribbon cutting ceremony, a time capsule (to be opened in 25 years), entertainment and a Senior Services Resource Fair.

Construction on the 23,000-square-foot, single-story facility began in May 2002 on the Sunnyvale Community Center campus. The Sunnyvale Senior Center was previously housed in an unused elementary school building that the City rented from the Sunnyvale School District. The new facility joins the Recreation Center, Sports Center, Creative Arts Center and Theatre on the Community Center campus. The new

City of Sunnyvale On-Call Permit Services

